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UNITED STATES DEPARTMENT OF AGRICULTURE

Office of Information

Reserve

Washington 25, D.C.

To: Regional Chairmen and National Activity Leaders

From: R. L. Webster, National Activity Leader on Post-war
Information and Education

Subject: Summary of Activities on Post-war Information

Enclosed is a listing of the post-war topics that have been put out by the various facilities of the Department's Radio Service during the past few months in cooperation with the post-war work groups most directly concerned. Radio transcriptions on post-war subjects are being suspended for the time being but we hope to resume as soon as it becomes opportune to do so. Any constructive suggestions that might be used in a new radio series will be greatly appreciated.

Also enclosed is a copy of a report on activities on post-war information and education which I prepared for Ray Smith as chairman of the Interbureau Committee. I thought you might be interested in seeing a resume of the informational work that has been done on the several post-war activities, much of the credit for which should go to the post-war information representatives in the various agencies.

MAR 7 1945

POSTWAR MATERIAL PUT OUT BY RADIO SERVICE
October 1944--February 1945

TRANSCRIPTION SERVICE--TIMELY FARM TOPICS--375 Stations

1. Land Tenure
2. Farming for Veterans and War Workers
3. Rural Health
4. Social Security for Farmers
5. Buying and Selling Farm Products Abroad
6. Farmers' Opinions on Postwar Farming
7. Electricity for Postwar Farming
8. Cotton Looks Ahead

NATIONAL FARM AND HOME HOUR--Blue Network, 75 Stations

1. Rural Electricity
2. Shall I Buy a Farm
3. Farming for Veterans and War Workers
4. Social Security
5. World Trade
6. Trees for War and Postwar
7. Surplus Military Equipment
8. Farming Under GI Bill

FARM PROGRAM DIRECTORS LETTER--to 100 Station Farm Directors

- October: 1. Overall picture
2. Land tenure
- November: 1. Farming Opportunities
2. Rural Health
- December: 1. Social Security
2. World Trade
- January: 1. Farmers Opinions
2. Rural Electricity
- February: 1. Cotton
2. Tapering off on Postwar for Crop Season

COUNTRY JOURNAL--Columbia Broadcasting
System, 70 stations

1. Social Security
2. Rural Housing
3. Maintaining Farm Prices and Income
4. Cotton After the War
5. Community Postwar Planning

FARM FLASHES--Script to 522 Stations

- Land Tenure 6
Farming Opportunities 2
Social Security 1
World Trade 1
Farmers Opinions. . . . 1
Rural Electricity . . . 1

HOMEMAKER'S CHATS--Script to 418 Stations

Farming Opportunities

CONSUMER TIME--National Broadcasting
Company--70 Stations

Farming Opportunities

HASTEN THE DAY--transcription, 500 stations

Agricultural-Industrial Relationships

February 7, 1945

To: Raymond C. Smith, Chairman, Interbureau Committee on Post-war Programs

From: R. L. Webster, National Activity Leader on Information and Educational Services

Subject: Report of Activities on Post-war Information and Education

On August 18, 1944, I submitted to you a report on the status of post-war national statements based upon discussions with the various Interbureau Work Group chairmen. As you know, some of these statements have now been published; others are in various stages of preparation. The main purpose of this memorandum is to bring up to date my previous report on post-war information activities -- what has been accomplished so far, and what is planned for the future.

Production Adjustments. The work group on this activity is now working on a summary of production adjustment reports from the various States. Work Group Chairman Sherman Johnson expects to have this project completed some time in March. When this statement is released there will no doubt be need for a press release, and a 16- or 20-page popular version of this production adjustment statement will probably need to be prepared for distribution to the public. Copy for a discussion guide on this subject has been written by Carl Taeusch, but has not yet been cleared. Nearly all of the December issue and about half of the January issue of the Agricultural Situation was devoted to a national roundup on production adjustments.

Development and Conservation of Forest Lands. The most important piece of material on this project seems to be the statement prepared by Ray Marsh for presentation before the House Special Committee on Postwar Economic Policy and Planning. The most current printed publication on the forestry situation is Miscellaneous Publication No. 543, "Some Plain Facts About the Forest," issued April 1944. A discussion guide on Forest Products After the War is being prepared by Charles Randall of Forest Service in cooperation with Carl Taeusch.

Conservation of Crop and Pasture Lands. There has been very little activity on this subject except for the statement presented before the House post-war committee. Copy is being prepared for a fact sheet on Soil Conservation which should be out very soon.

Conservation of Range Lands. To the best of my knowledge, nothing is being done on this project.

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Farming Opportunities After the War. More material directly or indirectly pertaining to this subject has been issued than for any other post-war activity. Some of the materials already issued are Guiding Principles for the Establishment of Veterans and Others on Farms and Shall I Be a Farmer? A film strip version of Shall I Be a Farmer is now in preparation; three fact sheets are out: Where Are the Farms?; Post-war Opportunities to Farm; and How to Get Help in Buying a Farm. Radio outlets have included one transcription voiced by Webster Johnson and Marshall Thompson; a Farm and Home Hour Discussion by Assistant Secretary Brannan; Consumer Time, and Farm Flashes; a chart on services available to members of the Armed Forces interested in agriculture. In addition there have been articles on this subject in various national magazines. For example, the September issue of the Journal of Land and Public Utility Economics, the December issue of Saturday Evening Post, the January issue of Farm Journal, and the December and January issues of Esquire magazine, and many others. Two press releases have been issued, one on Shall I Be a Farmer and the other on the Guiding Principles piece. The over-all national statement on farming opportunities by Webster Johnson's group, along with a shorter and more popular version of it, as you know, has been mimeographed preparatory to getting clearance for later publication. You are also aware, I believe, that a short leaflet on part-time farming has been prepared by A. B. Genung entitled "If You're Thinking of a Little Place in the Country" which is directed not only at veterans but also at ex-war workers. An article has also been prepared, tentatively for the summer issue of Land Policy Review. There is the larger Farmers' Bulletin on Part-Time Farming which presumably is about ready to go to the printer. Another leaflet that at least indirectly has to do with post-war farming is the one that is now being prepared for the printer, "Farmers Look at Post-war Prospects."

Land Tenure. The most important project on this activity is the new Farmers Bulletin on the subject, copy for which should be ready within the next few weeks. One fact sheet "Good Farm Leases" has been put out and another pointing out the advantages of a sliding-scale lease over a fixed cash rental has been cleared with Marshall Harris and should be out in a few days. A radio transcription "Better Farm Leases After the War" was out in November by Max Tharpe and A. B. Genung; the subject was also discussed on the Farm and Home Hour in October and the Radio Farm Directors have had their attention called to this subject through Wallace Kaddery's weekly radio letter.

Farm Credit. Most of the material put out on this subject has had an anti-land boom tone. For example: Farm Land Values and the War, issued September 1944; About That Farm You're Going to Buy, issued May 1944; and Farmers and the Fight Against Inflation, issued in July 1944 by the Office of War Information.

Surplus Property. Before legislation was passed on this activity, the work group headed by George Farrell, as you know, issued a statement on the Disposal of Surplus Military Lands. On December 16, surplus property was the topic for discussion on the Farm and Home Hour by Captain J. Stambaugh. The February or March issue of Successful Farming will carry an article by Gus Larson on Surplus Property for GI's.

Use of Chemical Plants for Fertilizer After the War. Very little has been done on this activity from the information standpoint since August when a press release was issued on the large administrative-use statement, and the

shorter version of this statement on "Utilization of Government Synthetic Ammonia Plants for Fertilizer Production." A fact sheet on the subject was issued October 6, and a short article was prepared for the November issue of Farm and Victory magazine. A special Department committee, under leadership of W. A. Minor, Assistant to the Secretary, is making a study of the whole fertilizer situation.

Industrialization of Rural Areas. Dr. Ezekiel has pretty much carried the ball on disseminating information on this activity. We cooperated in issuing the press release on "USDA Offers Post-war Aid to Community Development on Agriculture," and the fact sheet on Post-war Agricultural-Industrial Relations in Agriculturally Based Communities.

Social Security for Farmers. In addition to the statement prepared in August by Carl Taylor for the House Post-war Committee, a radio transcription on the subject was out in December by Dr. Taylor and Dr. George Bigge, a member of the Social Security Board. An article on social security is planned for publication in the spring issue of Land Policy Review by Arthur F. Ackerman of the Social Security Board and Gus Larson.

Carl Taylor tells me that work is going ahead on his national statement but there appears to be some delay in getting necessary material from the Social Security Board. When this statement is finally released there will, in all probability, be a need for a popular version of it for wide distribution and also a press release. A preliminary fact sheet on social security was put out several weeks ago and copy for a revised issue is now in clearance.

Health and Sanitation. The statement on Rural Health prepared by Dr. F. D. Mott for the House Post-war Committee apparently is the best basic statement made on this subject up to the present time. He informs me, however, that progress is being made on the preparation of a general and more comprehensive report on this activity. This promises to be a rather popular presentation of the subject and it may serve as a piece for general distribution. We will probably want to issue a general press release on it. A radio transcription entitled Health Parity for Farmers was out on November 21 by Dr. Mott and Mrs. Carpenter, a farm woman from McLean, Virginia. Recently a fact sheet on this subject was sent out to Regional Chairmen and Department agencies. Also, the Farm Security Administration has issued recently a "Handbook on Health for Farm Families," over 300,000 of which have been distributed and there is still considerable demand for it.

Housing and Equipment. The Secretary's statement and the supplementary analysis of "The Farm Housing Problem" which were submitted to the subcommittee of the Senate Special Committee on Post-war Economic Policy and Planning are, as you know, the most current material on this subject. They go a little further into the matter than did the statement prepared for the House Special Committee in August, or the one prepared for the Taft Subcommittee in June.

Rural Electrification. Copy for the statement on Rural Electrification After the War, of which some 10,000 processed copies have been distributed, is now being reviewed by Department editors preparatory to sending it to the Government Printing Office. A press release was issued some weeks ago when the processed report was put out. This subject was discussed on the Farm and Home Hour in November, and a radio transcription is scheduled to be cut within the next few weeks. The REA News has carried numerous articles on the need for and significance of farm electrification after the war.

Nutrition. A discussion guide is in the mill on this activity and Esther Phipard tells me that good progress is being made on a general post-war statement about nutrition. This, she says, will be a rather long piece and will perhaps need popularization for general use. A talk entitled The Challenge of Nutrition to Agriculture was given by M. L. Wilson on October 25 before the American Dietetic Association at Chicago and has been distributed in mimeographed form. When the nutrition statement is released it should lend itself well to press and radio use.

Cooperatives. When copy for the national statement on Cooperatives, currently being cleared, is issued, a popular version should be in order as well as press and radio publicity.

Rural Works Programs. No information work has been done on this subject, largely because the work group has not issued any statement on it and also because it is a subject which it may not be opportune to publicize at this time. I understand however, that Henry Abbot of SCS and Fred Agee of Forest Service have prepared some recommendations for procedures, which are now in Bob Walker's hands, that might be followed in future public works programs. Independent of the work group, I understand that a project headed by Webster Johnson is preparing a statement about the relation of public works to land economics generally. This apparently will be a somewhat long statement which will need popularization.

Readjustments in Processing and Marketing. As you are aware, the first of a series of statements in this field is already out: The Post-war Competitive Situation of Cotton in Domestic Markets. A press release was put out on this and several exclusive releases to Extension editors have been drawn from this large report, one on the use of synthetic fibers as substitutes for cotton, one on the greater use of cotton in plastics, and another on the development of cotton for insulation. A similar information pattern will no doubt be followed in the other reports in this series, namely, dehydrated vegetables, dehydrated milk and eggs, vitamins, industrial uses of farm commodities, fats and oils, frozen foods, marketing costs, and air transport. Work has already begun, I understand, on reports of grain alcohol and on the post-war marketing of citrus fruits.

International Trade. Materials put out so far on this subject are the discussion guide "Let's Talk About Buying and Selling Farm Products Abroad"; the general leaflet entitled International Trade Increases Demand for Farm Products; radio transcription on Selling Farm Productions Abroad After the War, which was cut December 19 by Bob Schwenger and Andrew Cairns of the International Wheat Council; and a fact sheet on Agricultural Trends in Foreign Countries, which was based on an article by Leslie Wheeler in the October issue of Foreign Agriculture.

In view of what has already been put out on this subject, there probably will be need for nothing more than a press release, for the time being at least, when the Work Group's policy statement comes out.

The other sub-topics under the Readjustments in Processing and Marketing Activities, are ones which I do not believe require any publicity at the present time. We may want to give some attention to price and income supports as soon as the work group issues a policy statement, but I believe we should delay giving publicity to disposition of wartime regulations, post-war distribution programs, or a public works program for marketing facilities.

In addition to the above outline of information disseminated on specific projects through the more important outlets, considerable use has been made of such media as the Weekly Letter to Farm Editors, Food Information Calendar, the post-war letter to regional chairmen, Farm (radio) Flashes, etc.

In September I called a meeting of all radio personnel and discussed plans for using the Department's radio facilities for post-war information and education. These include Farm and Home Hour, Consumer Time, the Country Journal, Radio Round-up, Kadderly's letter to Farm Radio Directors, Homemaker's Chats, and radio transcriptions which are distributed through Extension editors to some 130 or 140 farm radio stations throughout the country.

In order to get the help necessary to prepare popular materials on the various post-war projects, an information man has been designated to work with each work group concerned. There are 10 such information representatives.

In early October I called a meeting of these 10 persons along with the editors of all the Department's periodicals to discuss post-war information in general and more specifically the adaptability of discussion guides as a means of stimulating thinking about programs for agriculture after the war. Carl Taeusch attended this meeting and some of the topics tentatively suggested for discussion group treatment were: Production adjustments; Opportunities for Settlers on Land; Land Tenure; Social Security for Farm People; Health and Sanitation; Rural Electrification; Nutrition; and Farm Cooperatives. The purpose in having the editors come to this meeting was to give them an over-all view of the prospects for developing materials for their respective periodicals. Both this meeting and the radio meeting have borne considerable fruit.

Two issues of references to post-war literature have been issued so far, and I expect to continue this effort as new materials accumulate.

Looking ahead for the next few months, I believe our activities will be guided in part by the results of the joint meeting of the Interbureau Committee and the Land Grant College Postwar Committee.

At the moment in the field of information the most urgent need is for closer collaboration between our people here in Washington and the States. I have done some preliminary work with Lester Schlup of the Extension Service on this problem. In November I attended a meeting of the Southeast Regional Committee at Atlanta, pointing out the need for more post-war informational work at the State level. As a result of that meeting Dr. Buie planned to have State Extension Editors at his February meeting, but travel restrictions will prevent that. I hope that in the next few months we will be able to do considerably more in tying in our information work with that done in the States.

In some regions, good progress is being made, and Rex Willard in the Pacific Northwest is particularly active in this line.

We have in mind the preparation of a single leaflet which will summarize the goals of our post-war activity. At present we do not have any single publication which does this as effectively, say, as the Land Grant College report.

We have carried on a number of miscellaneous activities. A number of inquiries on the GI Bill of Rights have been handled. There is also much interest among the Services in material relating to post-war problems for use in hospitals. I think this may be an important channel for information on a number of post-war subjects.

Sometime ago you called to my attention an invitation to become a member of the Postwar Information Exchange, which is composed of representatives of governmental and nongovernmental groups interested in post-war planning. I have joined this group and find the association helpful in keeping abreast of post-war planning developments.